



**Board of Delegates Meeting Minutes
May 13, 2020**

Jurisdictions with Delegate/Alternate Present	Delegate/Alternate Present	Jurisdictions without a Delegate/Alternate Present
Albemarle	Martha Sue Hall	Ansonville
Anson County	Jarvis Woodburn	Belmont
Badin	Deloris Chambers	Cherryville
Bessemer City	Kay McCathen	Cleveland
Cabarrus County	Lynn Shue	Cornelius
Charlotte	Larken Egleston	Dallas
Concord	Andy Langford	Davidson
Cramerton	Will Cauthen	East Spencer
Gastonia	Jennifer Stepp	Faith
Harrisburg	Troy Selberg	Gaston County
Huntersville	Lance Munger	Granite Quarry
Iredell County	Gene Houpe	Hemby Bridge
Kannapolis	Darrell Hinnant	Kings Mountain
Marshville	Virginia Morgan	Landis
McAdenville	Jay McCosh	Lincoln County
Mineral Springs	Valerie Coffey	Lincolnton
Mint Hill	Tony Long	Locust
Misenheimer	Jeff Watson	Lowell
Monroe	Angelia James	Marvin
Mooresville	Bobby Compton	Matthews
Mount Holly	Christina Pawlish	Mecklenburg County
Pineville	Amelia Stinson-Wesley	Midland
Salisbury	Karen Alexander	Morven
Spencer	Jonathan Williams	Norwood
Stallings	David Scholl	Oakboro
Troutman	George Harris	Ranlo
		Richfield
		Stanley
		Stanly County
		Statesville
		Union County
		Wadesboro
		Waxhaw
		Weddington
		Wingate

Call to Order

Chairman Bobby Compton, Town of Mooresville, gave the invocation and called the meeting to order.

Kelly Weston, Clerk to the Board, called roll.

Amendments to the Agenda

There were no amendments to the agenda.

1. FY2021 Workplan Preview

Geraldine Gardner, Executive Director, noted that CCOG staff is in the process of preparing the organization’s workplan for FY2021 and will present the plan for the Executive Board’s approval at its June 10th meeting. She reminded the Delegates to complete the workplan survey, adding that city, town, and county managers have been asked to do the same. She thanked the communities that have responded to the survey so far, noting that the input has been helpful.

2. Region of Excellence Awards Forecast

Ms. Weston explained that the Region of Excellence Awards are CCOG’s way of celebrating the work of its member governments and partner organizations. She gave an overview of the six award categories, which include Cross-Community Collaboration, Local Government Innovation, Improving Quality of Life, Clean Cities, Aging in Action, and James D. Prosser Excellence in Government Leadership. She further noted that the application deadline is June 1st and the award recipients will be announced on August 12th. She asked the Delegates to encourage staff in their communities to submit nominations.

3. CCOG Rebranding and Website Update

Chairman Compton noted that a quorum was not present, therefore the Board would not take action on this item.

Ms. Gardner explained that improving external communications and the website were key findings from CCOG’s strategic review last year. As a result, staff has been working with Moonlight Creative to modernize and polish the organization’s look.

Emily Hickok, Marketing and Communications Manager, noted that the brand changes have not been adopted yet and the public unveiling is not until mid-August. She presented an overview of the rebranding project, noting that the current brand is over ten years old. A new brand will match the organization’s new direction and unite all CCOG sub-brands with a common structure, visuals, and voice. She further explained that to reinforce the regional mission and avoid negative association with the word “government,” staff proposes updating the organization’s name to Centralina Regional Council. She also presented the new logo, brand mark, and the tagline “Our Communities. Our Region. Our Future.” She presented an overview of the new website, which will feature a streamlined, modern look. She noted that staff is planning to combine the August Board of Delegates meeting with the Region of Excellence Awards and the brand unveiling.

Ms. Gardner noted that it was exciting to receive input from the Executive Board and staff during this process. She explained that since a quorum was not present, and because the Executive Board voted previously to proceed with the initial step of filing a Doing Business As designation, staff will proceed with a phased approach to the name change and bring the item back to the Board at its August meeting.

In response to a question from Chairman Compton, Ms. Gardner explained that because of new state regulations regarding electronic meetings, it would be best to wait and vote on the item at the next Board of Delegates meeting.

In response to questions from Council Members David Scholl, Town of Stallings, and Amelia Stinson-Wesley, Town of Pineville, Ms. Gardner noted that the Executive Board expressed support for the new name and the intent to emphasize the regional nature of the organization’s work and its role as a council or group of governments that comes together to make decisions about the region’s future.

In response to a question from Council Member Troy Selberg, Ms. Weston confirmed that the Board was five Delegates short of having a quorum.

4. Regional Update on COVID-19

Ms. Gardner presented an overview of CCOG’s response to COVID-19, noting that the organization has focused on serving vulnerable populations, supporting local governments, and coordinating regional engagement and advocacy. She also noted that the Ombudsman program is seeing an increase in cases in long-term care facilities. She explained that support for local governments has included member outreach to managers and Delegates, summarizing federal and state legislation, providing virtual meeting and reopening guides, and enhanced grants outreach. She further noted that CCOG is working on economic development recovery support and working to reopen the NCWorks Career Centers.

In response to a question from Mayor Pro Tem Martha Sue Hall, City of Albemarle, Leslie Mozingo, Strategics Consulting, explained that the NC General Assembly chose to distribute CARES Act funding to the counties, which will then decide how those funds are distributed to municipalities.

5. COVID-19 Good News

Ms. Weston shared positive stories and examples of resilience in local communities during COVID-19. She noted that several organizations have been helping to meet the rising demand for meals by distributing food to seniors and children. She also noted that local companies have been providing hand sanitizer and manufacturing personal protective equipment for organizations in need. Other examples included Lincoln County Public Library providing virtual enrichment programs for children and South Piedmont Community College offering access to public Wi-Fi.

Comments from the Board of Delegates

Mayor Pro Tem Hall thanked staff for keeping the organization running while working from home. She thanked David Hollars, Executive Director of Centralina Workforce Development Board, for his assistance in troubleshooting an issue.

Secretary Jarvis Woodburn, Anson County, noted that Hornwood, Inc., a local textile manufacturer in Lilesville, has started producing fabric for N95 masks.

Council Member George Harris, Town of Troutman, thanked Ms. Gardner and staff for their assistance in recruiting a new town manager.

Comments from the Chairman

Chairman Compton noted that the next Board of Delegates meeting will be held on Wednesday, August 12th. CCOG staff will reach out to Delegates to gauge their interest in holding this meeting either virtually or in person. He further noted that plans for the meeting will also depend on state and local guidelines for gatherings.

He reminded the Delegates to complete the FY2021 workplan survey.

Chairman Compton noted that CCOG will hold a virtual grant writing workshop on Thursday, June 4th.

Comments from the Executive Director

Ms. Gardner thanked the Delegates for participating in the virtual meeting and for their work in their communities. She also thanked CCOG staff for their work. She thanked Chairman Compton for traveling to attend the meeting in person.

Adjournment

With no further business to be discussed, Chairman Compton adjourned the meeting at 6:00 p.m.